



WE MAKE ENERGY WORK

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# **Marketing Messages to Help Businesses See Green**

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**Seventh National Green Power**

**Marketing Conference**

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# Marketing Messages to Businesses

*(KEY PRINCIPLE: Stress value rather than cost!)*

- ❖ Purchasing green power lets you:
  - Demonstrate your corporate stewardship
  - Reflect or enhance your corporate image as environmentally sensitive
  - Reflect or enhance your corporate image as community-minded

# Marketing Messages to Businesses

- ❖ Purchasing green power lets you:
  - Co-brand an entire product line as “wind-powered” or “solar-powered”
  - Receive benefits such as
    - Offsets to corporate greenhouse gas emissions
    - Resistance to fuel shortages and electricity price spikes
    - Reliable, domestic sources of energy

# Marketing Messages to Businesses

- ❖ Purchasing green power lets you:
  - Reap the value of partnering by
    - Receiving third-party praise
    - Participating in joint advertising
    - Basking in a program's glow
  - Win kudos from those you want to impress:
    - Regulators
    - Employees
    - Stockholders
    - Customers